



RECOUP

#stopitdontdropit

EMBARGOED UNTIL
MONDAY 7th SEPTEMBER



#Dontthrowonthego

July 2020

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Why **#stopitdontdropit**?

#Stopitdontdropit is the second in the series of **#DontthrowontheGO** campaigns delivered by **Pledge2Recycle Plastics**, Citizen and Education sector of RECOUP.

We work with our members and stakeholders to encourage increased recycling of used plastics, to provide education to view plastic as a valuable resource and to discourage littering.

#Stopitdontdropit is a social media campaign beginning on **7th September 2020**.

We ask you to please schedule the following four tweets, across your social media channels, in the format shown on the dates provided. We have included some additional information to provide context around each slide should you wish to create your own messages.

Please include the hashtags **#stopitdontdropit** and **#dontthrowontheGO** in any posts.



#DontthrowontheGO

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Date	Image	Tweet
TUE 8 SEP		Enjoying the views on your days out? #stopitdontdropit., leave the countryside as you found it. #Dontthrowonthe go, take it home, recycle responsibly.
WED 9 SEP		As we head back to old routines, don't slip into bad habits. #Stopitdontdropit #Dontthrowonthe go. Take it home, recycle responsibly.
THU 10 SEP		Back to school this week? We discovered during lockdown that the world looks amazing without humans littering #stopitdontdropit. #Dontthrowonthe go. Take it home, recycle responsibly.
FRI 11 SEP		It's not just beach litter that causes ocean #plastic #pollution. Litter from rivers and streams can reach oceans too. #stopitdontdropit #dontthrowonthe go. Take it home, recycle responsibly.

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Key message 1 **#stopitdontdropit?**

As we return to our routines after lockdown it's important that we remember some of the lessons we have learnt during the COVID19 lockdown.

We need to value resources.

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Key message 2 **#stopitdontdropit?**

All Local Authorities now offer recycling from the kerbside, so if you're out and about and can not find a bin take it back home, and recycle responsibly

Take it home. Don't litter. Recycle Responsibly.

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Key message 3 **#stopitdontdropit?**

Take care not to slip into bad habits. Stop it. Don't drop it. Take it home.
Recycle responsibly.

Plastic is one of the easiest materials to recycle.

Use **RecycleLocator.com** to find out your nearest recycling point.

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Key message 4 **#stopitdontdropit?**

Plastic reaches the oceans from rivers and streams not just from the beach. Every bottle, packet or wrapper left as litter has the potential to reach the sea.
Take it home, recycle responsibly.

**Remember face masks and gloves must not be recycled.
Put them in your general waste.**

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#Stopitdontdropit is the second in the series of **#Dontthrowonthego** campaigns delivered by **Pledge2Recycle Plastics**, Citizen and Education sector of RECOUP.

Thank you for your support in this campaign, we look forward to seeing your social media posts.

The **#Stopitdontdropit** is a social media campaign beginning on **7th September 2020**.

Please include the hashtags **#stopitdontdropit** and **#dontthrowonthego** in any posts.

If you have any questions please contact Amanda Bakewell, Communications & Membership Officer.





Amanda Bakewell

Communication & Membership Officer

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